

Traceable and Transparent, Effective and Affordable, TextiMag Is the Only Product of Its Kind on the Global Fashion Market

By Christian Chensvold

If you've ever reached for an aluminum-free deodorant or taken a magnesium supplement, you may already be connected to ICL IP – Specialty Minerals division. As a global leader in natural mineral solutions used across wellness, nutrition, and personal care, ICL is now extending its innovation to the textile industry with TextiMag™ – a next-generation, magnesium-based finishing technology designed to deliver natural odor management for activewear, with performance, traceability, and sustainability at its core.

The *California Apparel News* spoke with Oya Barlas Bingul, Senior Manager of Business Development and Marketing for TextiMag™, to explore what sets this innovation apart and how it's being brought to market.

CAN: How did you come to lead this project?

OBB: I've worked in the global textile and apparel industry for over two decades, in both commercial leadership and in roles focused on next-generation materials and technologies, including at companies like Lenzing. What drives me is the opportunity to bring meaningful transformation to this industry, solutions that are scalable, responsible, and performance-led. That's exactly why TextiMag™ resonates so strongly with me. It's where my experience and passion for integrating next-gen solutions align with a clear market need: a more natural, traceable, and effective approach to textile finishing. Leading this project at ICL - Specialty Minerals division is not just about launching a product, it's about offering the industry a better path forward, with a reduced footprint and improved performance.

CAN: So what exactly is TextiMag™?

OBB: TextiMag™ is a next-generation finishing technology that uses magnesium to deliver natural odor management for textiles, particularly activewear. What sets it apart is that it's mineral-based, traceable, and skin-friendly, without relying on heavy metals or harsh chemicals. It's designed to perform across real-life conditions while being compatible with existing industrial processes like padding, spray or laundry application. The magnesium we use is sourced from the Dead Sea, not mined, and is already trusted in industries like pharma and cosmetics. With TextiMag™, we're offering the industry a scalable, responsible alternative that doesn't compromise on performance.



a more mindful consumption pattern: less laundry, longer wear, and ultimately a reduced environmental impact. It's about enabling better daily choices through better-performing materials.

CAN: Where are you in the rollout process?

OBB: We launched TextiMag™ last year at Performance Days in Munich and the Functional Fabric Fair in Portland, where the response from mills and brands confirmed we're addressing a real market need. Since then, we've secured a strategic partnership



Oya Barlas Bingul, Senior Manager of Business Development and Marketing for TextiMag™

with Delta Galil, built strong relationships with leading mills, and established a technical hub in Istanbul to support regional trials and development. This year, we're expanding into Asia with a planned launch at TITAS in Taiwan, where we're already onboarding new mill partners. Our go-to-market strategy is very clear - push and pull. We work closely with manufacturers to ensure readiness and scale, while simultaneously engaging with global brands to build awareness and drive adoption. Several brand trials are already underway, though I can't name them just yet.

CAN: Will products treated with TextiMag™ include hangtags? What about cost?

OBB: Absolutely, co-branding is a key part of our strategy. The TextiMag™ hangtag is not just a label; it communicates innovation, traceability, and added value to the end consumer. It gives brands a way to tell a credible performance and sustainability story. As for cost, we've made sure TextiMag™ is commercially attractive. Pricing varies by region and application, but compared to conventional solutions, it offers exceptional value for a next-gen, mineral-based technology. It's designed to scale, not stay niche.

CAN: Are there any other technologies like this in the market?

OBB: No, TextiMag™ is the only odor-management finishing based on magnesium. It offers a natural, traceable alternative to conventional chemistries like silver or zinc, without compromising on functionality. It's effective, easy to apply, and works within existing processes. Our magnesium is sourced directly from the Dead Sea, and we provide full transparency from origin to application, so partners know exactly what they're using. As a bluesign® system partner, ICL – Specialty Minerals division meets high standards of chemical and environmental responsibility. That combination of performance, traceability, and transparency is what sets TextiMag™ apart.



CAN: What about U.S.-based manufacturers?

OBB: ICL – Specialty Minerals division already has a strong footprint in the U.S., so we're well-positioned to support manufacturers locally. While we have the backing of a large global organization, we're driving TextiMag™ with the agility

and mindset of a startup. That gives us speed, flexibility, and direct access to resources—making it easy for U.S. partners to onboard, test, and scale with confidence.

CAN: If someone is interested, how do they begin?

OBB: Just reach out to us. We support partners from first contact through trials, testing, and scaling, tailored to their supply chain setup. Whether they're sourcing through mills or managing production directly, we make the process simple and guided. Some of the most exciting opportunities have come from unexpected directions; like a global brand asking about using TextiMag™ on shoe soles. We're absolutely open to co-developing new applications. This is where my experience in global manufacturing and value chains comes into play, we know how to move from concept to implementation quickly and effectively.



To get started, simply email us at textimag@icl-group.com.